



# EDUCATION MARKET

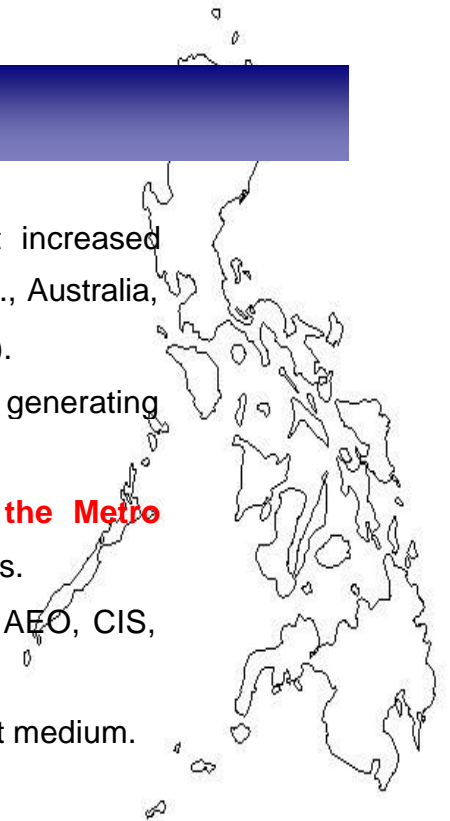
## Market Overview

- The United States is the **top-of-mind choice** for Filipino students wishing to study abroad.
- Due to **strong social and historical ties** with the U.S., Filipinos place a premium on U.S. higher education.
- **Over 3,000 students** from the Philippines enroll in U.S. institutions of higher learning every year.
- **Private Secondary Schools** count as the best sources for prospective enrollees.
- **Parents** are the key financial and placement decision makers.
- The Philippines is an **English-Speaking country**, an advantage for Filipino students studying abroad.



## Competition

- The U.S. has a commanding share of overseas enrollment, but increased competition has been noted from the **Commonwealth countries** (i.e., Australia, Canada, UK and New Zealand) and neighboring countries (Singapore).
- **Joint Fairs** by the Commonwealth countries are staged every year, generating increased market awareness for competitors.
- Recruitment efforts by competing countries have **gone beyond the Metro Manila area**, which traditionally has been the major source of enrollees.
- **U.S. schools typically join organized school fairs** (e.g., Linden, AEO, CIS, MBA Tour) that are conducted year-round.
- **Targeted single school promotions** are also an effective recruitment medium.



## Sub Sectors

### Most Popular Undergraduate Programs / Majors:

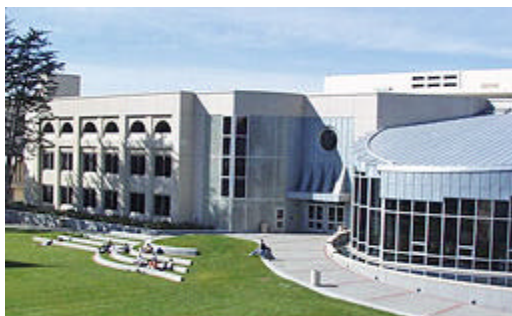
- Business / Business Management / Commerce
- Computer Science and Engineering
- Communication Courses (e.g., Journalism, Mass Communications)
- Sciences and Pre-Med (e.g., Physics, Biochemistry, Chemistry)
- Social Sciences (e.g., Economics and International Studies)

### Most Popular Graduate and Post-Graduate Programs:

- MBA
- Engineering and Sciences
- Medicine
- Law

### Top 5 Destinations

- California
- New York
- Massachusetts
- Texas
- Hawaii



## Commercial Opportunities

- U.S. Commercial Service Manila organizes an annual **Study USA program**, providing targeted interaction with students, parents, school officials and other interested parties.
- **Migration** is an untapped source of foreign students already residing in the U.S.
- **Critical choice factors** for Filipino students include (1) cost; (2) proximity to the nearest relative; (3) scholarship opportunities; and (4) employment prospects after graduation.

Learn more about how we promote U.S. products and services in the Philippines by visiting our website at [www.BuyUSA.gov/Philippines](http://www.BuyUSA.gov/Philippines) or by contacting Commercial Attaché Brent Omdahl at [Manila.Office.Box@mail.doc.gov](mailto:Manila.Office.Box@mail.doc.gov).